

SOLICITATION, OFFER AND AWARD		1. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)	RATING	PAGE OF PAGES 1 38	
2. CONTRACT NUMBER		3. SOLICITATION NUMBER 693JJ918R000055	4. TYPE OF SOLICITATION <input type="checkbox"/> SEALED BID (IFB) <input checked="" type="checkbox"/> NEGOTIATED (RFP)	5. DATE ISSUED 03/30/2018	6. REQUISITION/PURCHASE NUMBER 693JJ918RQ000666
7. ISSUED BY CODE NHTSA NFO-300 Office of Acquisition Management 1200 New Jersey Ave SE Washington DC 20590			8. ADDRESS OFFER TO (If other than Item 7)		

NOTE: In sealed bid solicitations "offer" and "offeror" mean "bid" and "bidder".

SOLICITATION

9. Sealed offers in original and 1 copies for furnishing the supplies or services in the Schedule will be received at the place specified in Item 8, or if hand carried, in the depository located in _____ until 1500 ET local time 04/30/2018
(Hour) (Date)

CAUTION: LATE Submissions, Modifications, and Withdrawals: See Section L, Provision No. 52.214-7 or 52.215-1. All offers are subject to all terms and conditions contained in this solicitation.

10. FOR INFORMATION CALL:	A. NAME DAVID LARSON	B. TELEPHONE (NO COLLECT CALLS)			C. E-MAIL ADDRESS david.larson@dot.gov
		AREA CODE 202	NUMBER 366-4843	EXT.	

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OFFER (Must be fully completed by offeror)

NOTE: Item 12 does not apply if the solicitation includes the provisions at 52.214-16, Minimum Bid Acceptance Period.

12. In compliance with the above, the undersigned agrees, if this offer is accepted within _____ calendar days (60 calendar days unless a different period is inserted by the offeror) from the date for receipt of offers specified above, to furnish any or all items upon which prices are offered at the price set opposite each item, delivered at the designated point(s), within the time specified in the schedule.

13. DISCOUNT FOR PROMPT PAYMENT (See Section I, Clause No. 52.232.8)	10 CALENDAR DAYS (%)	20 CALENDAR DAYS (%)	30 CALENDAR DAYS (%)	CALENDAR DAYS (%)
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14. ACKNOWLEDGEMENT OF AMENDMENTS (The offeror acknowledges receipt of amendments to the SOLICITATION for offerors and related documents numbered and dated):	AMENDMENT NO.	DATE	AMENDMENT NO.	DATE

15A. NAME AND ADDRESS OF OFFEROR	CODE	FACILITY	16. NAME AND TITLE OF PERSON AUTHORIZED TO SIGN OFFER (Type or print)		
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15B. TELEPHONE NUMBER	15C. CHECK IF REMITTANCE ADDRESS IS DIFFERENT FROM ABOVE - ENTER SUCH ADDRESS IN SCHEDULE.	17. SIGNATURE	18. OFFER DATE
AREA CODE NUMBER EXT.	<input type="checkbox"/>		

AWARD (To be completed by government)

19. ACCEPTED AS TO ITEMS NUMBERED	20. AMOUNT	21. ACCOUNTING AND APPROPRIATION	
22. AUTHORITY FOR USING OTHER THAN FULL AND OPEN COMPETITION: <input type="checkbox"/> 10 U.S.C. 2304 (c) () <input type="checkbox"/> 41 U.S.C. 253 (c) ()		23. SUBMIT INVOICES TO ADDRESS SHOWN IN (4 copies unless otherwise specified)	ITEM
24. ADMINISTERED BY (If other than Item 7)	CODE	25. PAYMENT WILL BE MADE BY	CODE
26. NAME OF CONTRACTING OFFICER (Type or print) Sherese Gray		27. UNITED STATES OF AMERICA (Signature of Contracting Officer)	28. AWARD DATE

IMPORTANT - Award will be made on this Form, or on Standard Form 26, or by other authorized official written notice.
AUTHORIZED FOR LOCAL REPRODUCTION
Previous edition is unusable

CONTINUATION SHEET

REFERENCE NO. OF DOCUMENT BEING CONTINUED
693JJ918R000055

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NAME OF OFFEROR OR CONTRACTOR

ITEM NO. (A)	SUPPLIES/SERVICES (B)	QUANTITY (C)	UNIT (D)	UNIT PRICE (E)	AMOUNT (F)
	Title: Indirect Effects of School Bus Seat Belt Install				

Request for Proposal

SOLICITATION NUMBER	693JJ918R000055
TASK ORDER NUMBER	TBD
TASK ORDER TITLE	Indirect Effects of School Bus Seat Belt Install
RFP DATE	March 30, 2018

INSTRUCTIONS FOR TECHNICAL AND COST PROPOSALS

The National Highway Traffic Safety Administration (NHTSA) wishes to issue a competitive Task Order Request for Proposal under the MAS# DTNH2217D00026, LOT A (Field Data Collection and Analysis) for the project entitled “*Indirect Effects of School Bus Seat Belt Install*”. The estimated period of performance is sixty (60) Months. Attached the Offerors will find the Statement of Work and Milestones and Deliverables, associated with this Task Order RFP. It is requested that Offerors review the requirements of this Task Order and submit the technical proposal in accordance with the directions specified in Section L of this RFP.

If the Offeror has any question about these instructions, feel free to call David Larson, Contract Specialist at 202-366-4843.

Should the Offerors have any questions related to the RFP, the Offeror must submit those formally, via email to NHTSAOAM@dot.gov no later than 3:00 PM ET, April 10, 2018.

The signed proposal is due to the David Larson, Contract Specialist by no later than 3:00 PM ET, April 30, 2018. It is preferred that Offerors submit proposals via e-mail to NHTSAOAM@dot.gov. NHTSA cannot receive email messages containing a ZIP attachment. The file will be removed, as all ZIP files are blocked. Other file types (e.g. Word, PowerPoint, PDF, etc.) can be received. If this is not possible, then please submit 1 Flash Drive copy of the Technical Proposal and 1 Flash Drive copy of the Cost Proposal to the address listed below. Please, note, due to security concerns, mail sent USPS is often delayed. Since it is the sole responsibility of the offeror to submit timely proposals, it is suggested that a delivery method, other than USPS, be used.

In addition to the Technical and Cost Proposal, a signed SF 33 shall be submitted with your firm’s package.

Department of Transportation
National Highway Traffic Safety Administration
Office of Acquisition Management (NFO-300)
Attn: David Larson
1200 New Jersey Ave, SE, W53-411
Washington, DC 20590.

PART I - THE SCHEDULE

SECTION B – SCHEDULE OF PRICES

B.1 SUPPLIES/SERVICES

The Contractor shall furnish the necessary qualified personnel, facilities, materials, supplies, equipment, and services to execute a Cost Plus Fixed-Fee (CPFF) Task Order in accordance with the Statement of Work, Section C, and other terms and conditions of this Task Order.

B.2 ESTIMATED COST AND FEE AMOUNT

The total estimated amount for the resultant task order is \$ **TBD** which comprises of a total estimated cost of \$ **TBD** and a fixed fee of \$ **TBD**.

(End of Section B)

SECTION C - DESCRIPTION, SPECIFICATIONS, WORK STATEMENT

C.1 BACKGROUND

The National Highway Traffic Safety Administration (NHTSA) is an agency of the U.S. Department of Transportation (DOT). NHTSA's mission is to save lives, prevent injuries, and reduce traffic-related health care and other economic costs. The agency develops, promotes, and implements effective educational, engineering, and enforcement programs with the goal of ending preventable tragedies and reducing economic costs associated with vehicle use and highway travel.

Students are about seventy (70) times more likely to get to school safely when riding a school bus instead of traveling by car.¹ Although school buses are the safest mode of transportation for getting children to school, on average, there are seven school bus passenger fatalities each year.² Some of these fatalities may have been prevented by the use of a seat belt. For decades, school buses have protected children from crash forces by using compartmentalization which entails having strong, closely-spaced seats with energy-absorbing seat backs. While the high visibility of school buses, high crush standards, rollover protection features, and additional safety features (including flashing red lights, cross-view mirrors, and stop-sign arms), in addition to compartmentalization, make school buses with or without seat belts the safest mode of pupil transportation,³ in 2015 NHTSA indicated that:

The position of the National Highway Traffic Safety Administration is that seat belts save lives. That is true whether in a passenger car or in a big yellow bus. And saving lives is what we are about. So, NHTSA's policy is that every child on every school bus should have a three-point seat belt.⁴

In addition to increased safety for students using seat belts on school buses, school bus drivers and school officials have provided anecdotal remarks of indirect effects when seat belts are used on buses. These indirect effects have included improved discipline on the school bus, increased driver satisfaction, and decreased driver distraction⁵ all which can positively impact safety.

¹ NHTSA. (2018). School bus safety. Retrieved from www.nhtsa.gov/road-safety/school-bus-safety.

² National Center for Statistics and Analysis. (2018, January). *School-transportation-related crashes: 2007-2016 data* (Traffic Safety Facts. Report No. DOT HS 812 476). Retrieved from the NHTSA website: <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812476>.

³ NHTSA. (2018). School bus safety. Retrieved from www.nhtsa.gov/road-safety/school-bus-safety.

⁴ Remarks: National Association for Pupil Transportation, Dr. Mark R. Rosekind, NHTSA Administrator. (2015, November). Retrieved from www.nhtsa.gov/speeches-presentations/remarks-national-association-pupil-transportation.

⁵ Graham, D. (2016, November). Seat belts on school buses: North Carolina initiatives. Presentation at the School transportation safety: Thinking outside the bus meeting held at the NHTSA, Washington, DC. Retrieved from https://one.nhtsa.gov/nhtsa/symposiums/december2016/assets/School_Bus_Seat_Belts_Presentation.pdf.

C.2 GOAL

This goal of this task order is to determine if use of seat belts on school buses has indirect effects on safety. The project begins by identifying existing research on the topic to determine what indirect effects have been noted and the methods used to study the changes, if any. The next step would involve contacting localities that are planning to install seat belts on school buses in their district to gauge their interest in participating in the research project. It is important to use a locality that has already ordered new buses with seat belts or is retrofitting current buses with seat belts, but has not placed the school buses in service. This will ensure a baseline measure of possible indirect effects is captured. This project would also require that the selected jurisdiction plan to implement an education component for bus drivers, students, parents, teachers, and other school officials to emphasize the importance of using seat belts on school buses.

C.3 OBJECTIVE

The objective of this Task Order is to assist the National Highway Traffic Safety Administration's (NHTSA) in determining the behaviors indirectly affected by installing seat belts in school buses and to quantify the behavior changes.

C.4 GENERAL REQUIREMENTS

The general requirements of this Task Order are as follows:

1. The Contractor shall develop a list of topics that will each have a stand-alone chapter in the final report.
2. The Contractor shall conduct a scan to identify behaviors influenced by installing and using seat belts on school buses;
3. The Contractor shall submit a memo detailing the scan findings including behaviors of interest and methodologies used;
4. The Contractor shall locate and select district for seat belt program;
5. The Contractor shall develop a data collection method, instruments (including pilot testing), and analysis plan for observing behaviors associated with seat belt use on buses;
6. The Contractor shall provide assistance to district on seat belt use and effectiveness;
7. The Contractor shall analyze data; and
8. The Contractor shall produce a Final Report summarizing the project and results.

C.5 ACRONYMS

The following is a list of key acronyms used throughout the Statement of Work (SOW). This list may not be exhaustive.

ACOR (TO) Alternate Contracting Officer's Representative (Task Order)

APA	American Psychological Association
CO	Contracting Officer
COR (TO)	Contracting Officer's Representative (Task Order)
DOT	U.S. Department of Transportation
GPO	Government Printing Office
IRB	Internal Review Board
NHTSA	National Highway Traffic Safety Administration
OBSR	Office of Behavioral Safety Research
PIA	Privacy Impact Assessment
PII	Personally Identifiable Information
PTA	Privacy Threshold Assessment
QAR	Quality Assurance Reviewer
SOW	Statement of Work

C.6 SPECIFIC REQUIREMENTS

C.6.1 KICKOFF MEETING

Within six (6) weeks of task order award, the Contractor shall meet with the Contracting Officer's Representative (Task Order) (COR (TO)), Contracting Officer (CO), and other interested National Highway Traffic Safety Administration (NHTSA) staff in Washington, DC at NHTSA Headquarters or via conference call at the COR (TO)'s request. The purpose of the kickoff meeting is two-fold: 1) to discuss the administration of this Task Order, and 2) to discuss the project's objectives, planned course of action, milestones and deliverables, and to resolve any differences between the Government's requirements and the Contractor's technical approach.

This shall also be a working planning meeting for the Contractor and NHTSA staff (allowing 3 hours for the meeting at a minimum). The COR (TO) will take the lead in the discussions and provide the background for the study. The Contractor shall then discuss the firm's technical approach for the study. The Contractor's description of their technical approach shall include the following:

- Understanding of project objectives and potential issues;
- Proposed plan of work (including any additional thinking since the proposal was prepared);
- Proposed data to obtain and possible types of analyses;
- Schedule of project activities; and
- Understanding of deliverable requirements and specifications.

The Contractor shall be prepared with appropriate briefing materials. PowerPoint slides and other supplementary materials should be submitted to the COR (TO) at least two (2) weeks prior to the meeting for approval by the COR (TO). Within one (1) week of receipt, the COR (TO) shall provide comments to the Contractor on the briefing materials.

C.6.2 WORK PLAN

Within nine (9) weeks of task order award, the Contractor shall submit a Final Work Plan to the COR (TO) based on the Contractor's original and final proposal revisions, and discussions and agreements reached during the Kickoff meeting with the COR (TO) and other NHTSA personnel.

The Contractor shall ensure that the Final Work Plan provides a detailed description of how the Contractor shall accomplish each of this research project's objectives and tasks as described in this SOW. The Final Work Plan shall include a detailed description of the scan including what type of search strategies the Contractor plans to use, possible pupil transportation information contacts, possible behaviors of interest, data collection techniques, and data analysis techniques as well as how the report writing process will be handled and the interim products delivered. The Final Work Plan shall include specific dates for the completion of all tasks, milestones, and deliverables.

The Final Work Plan shall include the following sections:

1) *Scan of Indirect Effects of Seat Belts on School Buses*

As part of the Work Plan, the Contractor shall develop a scan which shall include the strategy for searching, screening, retrieving, and reviewing documents. At a minimum, the scan should include professional associations, government research, abstract retrieval services, and internet search engines. Relevant publications shall be shared by the Contractor with the COR (TO).

As necessary, the Contractor shall also contact (via phone, email, or fax) appropriate researchers and officials to discuss similar efforts. The Contractor shall first confer with the COR (TO) and then contact appropriate sources. The Contractor shall keep the COR (TO) informed via email or phone of any contacts.

The scan is meant to be a reference to address initiatives that have researched and evaluated indirect effects of seat belts on school buses. The assessment of this information is meant to help guide the project in determining the indirect effects of interest and possible methodologies.

2) *Data Collection*

The Work Plan shall include a section detailing considerations for collecting the indirect effects of seat belts on school buses. While the indirect effects and behaviors that will be assessed are unknown, the Contractor shall provide information about possible behaviors of interest and potential observation methodologies. The plan shall include, but not

be limited to, criteria for school district selection, necessary sample sizes, data collection methodology and instruments, and recruiting and training data collectors. Data collection and observations shall occur before and after seat belt installation and the seat belt awareness educational information program, and last for at least 6 months after seat belt installation. The data collection methods may include, but are not limited to, video observations of students and drivers; bus driver, student patrol, student, parent, and administration surveys; and bus driver and student patrol behavior and seat belt use rate reports.

3) *Data Analysis*

The Work Plan shall include a section on data entry, coding, cleaning, security, and possible analysis. In addition to on-school bus data collection, the Contractor shall be responsible for contacting school system officials, media representatives, and other relevant partners to collect information about the implementation of seat belts on school buses in the district. This information should be synthesized into the results section of the Final Report and best practices for implementation that includes suggestions and warnings to keep in mind when implementing similar seat belt programs.

4) *Project Milestones and Deliverables*

The Work Plan shall include a complete list of project milestones and deliverables.

The COR (TO) will contact the Contractor within two (2) weeks of receipt of the Final Work Plan with concurrence, comments, or needed revisions. Should revisions to the Final Work Plan be required, the Contractor shall complete these revisions and submit the revised Final Work Plan to the COR (TO) for approval within one (1) week of receiving comments and needed revisions from the COR (TO).

The Contractor shall not perform any work on subsequent tasks without the approval of the Work Plan by the COR (TO).

C.6.3 CONDUCT SCAN ON INDIRECT EFFECTS OF SEAT BELTS ON SCHOOL BUSES

The Contractor shall conduct a scan on the indirect effects of seat belts use on school buses as agreed upon in the Final Work Plan. The review is meant to be a reference to address the initiatives that are being planned or are currently being or have recently been conducted assessing the indirect effects of seat belt use on school buses. The scan shall include the current state of knowledge regarding the use of seat belts on school buses and the indirect effects of installing seat belts. The review shall include, but not be limited to, literature published in journals, government reports, vendor reports, and contact with

program officials. As necessary, the Contractor shall also contact (via phone, e-mail, or fax) appropriate researchers and officials to discuss any evaluations of the indirect effects of school bus seat belt installation. The Contractor shall first confer with the COR (TO) and then contact appropriate sources. The Contractor shall keep the COR (TO) informed via email or phone of any contacts. The assessment of the literature and programs is meant to help guide the project.

From the scan, the Contractor shall develop a scan review memo. The memo shall indicate current efforts to evaluate school bus seat belts, methods used to quantify seat belt use, indirect effects encountered, and if and how indirect effects resulting from school seat belt use were measured. Anecdotal indirect effects shall also be included. As part of the memo, potential districts planning to install school bus seat belts shall be noted. This information may be derived from the literature, internet, vendor contacts, etc.

Within eight (8) months of the contract award, the Contractor shall submit a short review report (no more than twenty (20) pages) that may be published as a Research Note. The purpose of the assessment is to help guide subsequent project methodology and to determine potential school districts to participate based on source information of districts in the process of purchasing buses with seat belts. The report shall adhere to standards detailed in the 6th Edition, *Publication Manual of the American Psychological Association* (APA). The NHTSA COR (TO) will review the report and provide comments to the Contractor within two (2) weeks of NHTSA's receipt of the report. The Contractor shall respond within two (2) weeks with revisions to the report.

Before proceeding to the subsequent task, the Contractor shall meet (in-person or via phone) with the COR (TO), and other interested NHTSA personnel to discuss the results of the scan, the remaining tasks, planned course of action, milestones and deliverables, and any other issues the Contractor or government identifies.

C.6.4 PREPARE THE IRB PACKAGE AND ASSIST WITH THE PREPARATION OF THE OMB AND PTA/PIA PACKAGES

The Contractor shall prepare the Internal Review Board (IRB) package and assist with the preparation of the Office of Management and Budget (OMB)⁶ and Privacy Threshold Assessment/Privacy Impact Assessment (PTA/PIA) Packages for the project. The determination of whether the PTA/PIA packages are required will depend on whether PII is contained in the data sets.

The Contractor shall make all arrangements for obtaining the IRB which must be an existing IRB certified by the Department of Health and Human Services. The Contractor shall notify the COR (TO) as to what source was used to obtain the IRB, and the schedule that the IRB will follow. The Contractor shall develop and submit all documents needed by the IRB to perform its review, and shall be the point of contact for all communications with the IRB. At a minimum, the forms required to be developed include an informed

⁶ See OMB website: http://www.whitehouse.gov/omb/inforeg_statpolicy/

consent form, participant recruitment materials, and any surveys. Note: any consent forms that may be required for this information collection must be approved by NHTSA's Office of the Chief Counsel prior to IRB submission. The Contractor shall submit to the COR (TO) the IRB package for review prior to submission, within ten (10) months of task order award. The COR (TO) will review the IRB package and will provide comments to the Contractor within two (2) weeks of receipt. Upon receipt of the revised IRB package from the COR (TO), the Contractor shall be responsible for submitting the package to the IRB and getting IRB clearance. Package submission to the IRB shall occur within twelve (12) months of task order award. The Contractor shall also provide the COR (TO) a final copy of the materials submitted to the IRB. The Contractor shall inform the COR (TO) of any changes to procedures or forms required by the IRB. Changes required by the IRB that are not straightforward and require some decision making shall be discussed between the Contractor and COR (TO). A copy of the official IRB approval shall be submitted to the COR (TO) upon receipt of approval from the IRB.

The Contractor shall assist in preparing the Office of Management and Budget (OMB) package and NHTSA's Privacy Threshold Assessment (PTA)/Privacy Impact Assessment (PIA) packages. The NHTSA PTA and/or PIA are forms required to document the collection and protection of Personally Identifiable Information (PII) that may be obtained when collecting the various data sets. Within ten (10) months of task order award, the Contractor shall provide the COR (TO) a general summary of the project that can be included in the OMB and PTA/PIA packages. The COR (TO) will work with the Contractor regarding any additional information required for the OMB and PTA/PIA packages.

Per the U.S. DOT website: Privacy Impact Assessment (PIA) describes a process used to evaluate the collection of personal data in information systems. The objective of a PIA is to determine if collected personal information data is necessary and relevant. To accomplish this objective, a PIA is used to identify and address information privacy when planning, developing, implementing, and operating individual agency information management systems and integrated information systems. A PIA will assess "security and privacy risks" associated with operating information systems that collect, access, use, or disseminate personal information (<http://www.transportation.gov/individuals/privacy/privacy-impact-assessments>).

Within ten (10) months of award, the Contractor shall provide, in addition to a general summary of the project that can be included in the OMB and PTA/PIA packages, any questionnaires that shall be used with data collection participants. Since the OMB approval is valid for up to three (3) years, the OMB process will only need to be conducted once. The Contractor is reminded that the 60-day and 30-day Federal Register Notices must be submitted before the OMB package can be submitted to OMB for processing. The Contractor shall allow twelve (12) months for the OMB approval process.

C.6.5 SCHOOL DISTRICT SELECTION

School system selection is critical to the successful completion of this task order. Based on the scan and NHTSA input, the Contractor shall be aware of seat belt programs slated to begin within two (2) years following Task Order award (as OMB approval is required for surveys). The Contractor shall work with NHTSA to determine the most appropriate school system for the research project. The Contractor shall first confer with NHTSA staff and then contact appropriate sources, such as NHTSA Regional offices or State Highway Safety Offices in order to determine what jurisdictions might be both appropriate and interested in participating in this project.

Critical selection factors shall include, but are not limited to:

- State and local laws that require the use of seat belts;
- City/County council and school board approval for the project;
- Plans and clearance to place seat belt equipped school buses in the fleet during the 2020-2021 school year;
- No prior use of seat belt equipped school buses in the district (or in an isolated portion of the school system);
- Plans to implement a school bus driver and student education/awareness program on seat belt use on school buses;
- Plans to *require* seat belt use for all students on buses equipped with seat belts;
- Commitment of the school system to have participating bus drivers or other on-bus observers (school safety guard/adult attendant/responsible student) record the number of disciplinary incidents before seat belts are installed (for at least two weeks) and then at least 3 times (for at least two weeks each) once seat belts are installed;
- Commitment of the school system to have participating bus drivers or other on-bus observers (school safety guard/adult attendant/responsible student) record the number of students riding the bus and the overall seat belt use rate; and
- School district willing to work with NHTSA and the Contractor on this project.

Within eighteen (18) months of award, the Contractor shall provide a memo with at least six (6) school districts that the Contractor believes to be viable options for participation in the project. The Contractor may provide additional criteria that should be considered in selection of the school systems from what is listed above. If the Contractor is aware of any school systems that may meet the aforementioned criteria during the project period, they should include this information as a means to help illustrate their current knowledge of the field. Within three (3) weeks of receipt, NHTSA will select which district to target, along with alternatives as backups. Within twenty (20) months of award, the Contractor shall have a school system to participate.

C.6.6 ESTABLISH AGREEMENT WITH SCHOOL SYSTEM

Once a school system has been selected, the Contractor shall follow up with the selected school system and develop an agreement for working with them to carry out the required

tasks for the study. The agreement shall include what data will be provided, how it will be provided, and any compensation/support to be provided to the participating school district to help them produce the data files and deliver the required data to the research team to complete the tasks under this Task Order. This task shall be completed within twenty (20) months of award.

The Subsequent tasks shall not start until the agreement from the selected school system is executed and OMB approval is received.

Note: While the subsequent tasks contain due dates, the timeline for completion will depend on when the selected school system plans to install all seat belts on their school buses and place the buses into operation. Due dates will be updated as necessary by the completion of a Task Order modification.

C.6.7 DEVELOP AND SUBMIT THE DATA COLLECTION METHODOLOGY, INSTRUMENTS, AND ANALYSIS PLAN

The Contractor shall work with the COR (TO) to develop the data collection method, instruments, and analysis plan. While the main focus of this task order is the indirect effects of seat belt use on school buses, in order to determine this, other factors must be considered. The Contractor shall address the following questions and the instruments and analyses shall be formulated to answer these questions:

- What indirect effects (e.g., reduced driver distraction, reduced disciplinary problems, reduced bullying, etc.) resulted from requiring seat belt use on school buses?
- Was seat belt use required by all students riding the school bus? What process was enacted to check belt use? Was there a consequence for belt non-use? What was the rate of belt use immediately after the program began and at different intervals after required belt use?
- What educational/awareness messages and programs were developed and implemented to remind bus drivers/students/parents/teachers of the importance of always buckling up even when on the school bus?
- What reaction did drivers have to driving buses with seat belts? What reaction did students have to being required to now use seat belts when riding on the school bus?

The Contractor shall submit to the COR (TO) a plan that summarizes the overall concept of how the project shall be carried out, and the methodologies and procedures necessary to address the research questions. The methodology shall take into account the following: (a) the timing of data collection, (b) how often measurement will take place before and after program implementation, and (c) the validity, sensitivity, and reliability of the observation instruments. In their proposal, Contractors shall discuss the types of instruments and methodology necessary to document the indirect effects of seat belt use on school buses. These instruments shall address the research questions above plus any additional research questions agreed upon by NHTSA and the Contractor.

This plan shall separately describe the Contractor's strategy for collecting and analyzing the data from pre-installation of seat belts, immediately after installation of seat belts, and at several points after students have been required to use seat belts. The plan shall include what data can be retrieved from each collection measure (e.g., video, surveys, direct observations, etc.). The Contractor shall specify the data collection measure and specific analyses developed to address each of the research questions. The Contractor shall consider including, but shall not be limited to, descriptive, nonparametric, regression, and discriminant function analyses of the data, and any other analyses suggested by the COR (TO).

As part of the plan, the Contractor shall indicate the impact of the district's education program to increase awareness and use of seat belts on school buses. The Contractor shall be responsible for contacting school system officials to collect information on materials and messages used to increase and retain seat belt use.

Within twenty-four (24) months of award, the Contractor shall submit to the COR (TO) the data collection, instruments, and analysis plan that shall be used in the study. Within three (3) weeks from the time NHTSA receives the Contractor's plan, the COR (TO) will provide feedback to the Contractor.

C.6.8 PILOT TEST THE DATA COLLECTION INSTRUMENTS

Following the COR (TO)'s approval of the instruments, the Contractor shall pilot test the instruments. The testing shall occur within 24-26 months of award. If OMB approval has not been received, the pilot shall be limited to fewer than 10 participants. Following pilot testing, the Contractor shall submit a letter report of results, including but not limited to problems, limitations, adjustments, sample size, test setting, reliability, and final instruments to the COR (TO) within twenty-six (26) months of award. Within two (2) weeks from the time NHTSA receives the Contractor's report of results of data collection instruments, the COR (TO) will provide feedback to the Contractor.

C.6.9 ASSIST WITH EDUCATIONAL MATERIALS

As bus drivers and students have been educated about the effectiveness of compartmentalization and other bus safety features to help prevent crashes and injuries, they may not be aware of the added safety benefit seat belts on school buses can provide. As necessary, the Contractor shall provide assistance (technical support, relevant educational materials, etc.) to the school transportation agency to help educate bus drivers, students, and other relevant groups as to the added benefit of using seat belts on the school bus.

The timing for this task shall occur immediately preceding the implementation of school buses with seat belts. This is anticipated to occur near the beginning of Base Year 3.

C.6.10 IMPLEMENT DATA COLLECTION AND ANALYSIS PLAN

The Contractor shall collect all video, observational data, counts, and survey data per the data collection plan. Additional information the Contractor shall obtain and report includes the program's educational/awareness impact. The Contractor shall be also responsible for synthesizing feedback collected from school system officials. This information shall be presented as lessons learned and offer suggestions and warnings to keep in mind when implementing similar programs. Upon completion of data collection, the Contractor shall analyze the data as outlined in the analysis plan. Data collection, entry, and cleaning shall be conducted within fifty (50) months of award.

C.6.11 SUBMIT DATABASE

Upon completion of the data analysis, the Contractor shall submit to the COR (TO) cleaned and coded data files (formatted in SPSS or other agreed upon format) that consist of all the data sets collected and the analysis files. A codebook or other detailed form of variable identification shall be provided by the Contractor. The Contractor shall provide data files and codebooks to the COR (TO) within fifty (50) months of task order award.

C.6.12 FINAL REPORT

The Contractor shall prepare a final report for the project. The report shall include the following sections: Technical Documentation Page, Executive Summary, Background, Method, Results, and Conclusions and Discussion.

Within forty-six (46) months of task order award, the Contractor shall submit a draft final report of the study. While the results will not be finalized by this time, the Background and Methods sections should be complete. At a minimum, the Results and Conclusions sections should be outlines of what is expected to be populated once analyses are complete. The draft report shall adhere to standards detailed in the 6th Edition, *Publication Manual of the American Psychological Association* (APA). The COR (TO) will review the draft report and provide comments to the Contractor within three (3) weeks of NHTSA's receipt of the report. The Contractor shall respond within two (2) weeks with revisions to the report. During this period between forty-six (46) and fifty-two (52) months of task order award, the process of revision by the Contractor and review by the COR (TO) will continue, as necessary. For this task, the Contractor shall plan for at least three (3) drafts of the report to the COR (TO) and other key NHTSA personnel for review. Changes may be required by the COR (TO) or other key NHTSA parties and must be made before the report will be distributed for agency review.

The COR (TO) will process the report through NHTSA's formal review and approval process. Once the report has gone through the formal NHTSA review process, the COR (TO) will return interim comments to the Contractor. The Contractor shall make final revisions to the report based on the comments received and then submit the finalized report for publication to the COR (TO). The final report shall be completed and finalized for publishing by sixty (60) months after task order award.

General Report Requirements

The Contractor's Quality Assurance Reviewer (QAR) shall review all drafts of the report to ensure that they are clearly written, complete, and address all of the objectives of this project as included in the Work Plan. The reviewer shall thoroughly inspect each draft to ensure that it is internally consistent from start to finish, and that the report cohesively flows between sections. For final versions of the review, the QAR shall ensure that COR (TO)'s comments from the draft versions were appropriately addressed, or document for the COR (TO) why revisions were not made. The quality assurance review shall be completed prior to each draft being submitted to the COR (TO). The reviewer shall submit a memo to the COR (TO), along with the interim report draft, attesting to the quality of the report.

The COR (TO) shall be listed as an author if the COR (TO) contributes significantly to the writing of the report. Order of authorship shall reflect the relative contributions of the authors.

C.6.13 FINAL BRIEFING

Within fifty-four (54) months of task order award, the Contractor shall conduct a final briefing to NHTSA personnel in Washington, DC. The COR (TO) will provide the project background and objectives of the project. The Contractor shall present a 20-30-minute presentation of the project and shall include the method describing the specific tasks conducted, the results of the tasks, and a brief discussion on the results, as well as implications for future research. The Contractor shall be prepared with appropriate briefing materials and shall send their presentation materials to the COR (TO) for review two (2) weeks prior to the presentation date. The COR (TO) will provide comments within one (1) week of receipt.

(End of Section C)

SECTION D – PACKAGING AND MARKING

Preservation, packaging, and packing of all shipments or mailing of all work delivered under this Task Order shall be done in accordance with good commercial practices and to insure acceptance by common carrier (if applicable) and safe transportation at the most economical rate(s).

Except as specifically exempted by the Contracting Officer or COR (TO), all deliverables under this Task Order shall be sent in electronic format, as specified in Section F.

For those items that must be ready for printing, the following NHTSA guidelines shall be used:

D.1 TEXT

Text files shall be provided in a .DOC, DOCX, or .RTF file format via email, or flash drive using the fewest number of formatting tools as possible (i.e., avoid columns, multiple fonts, etc.). Keep it simple. Avoid using any design/layout elements. If the publication has charts and graphs, the contractor shall insert the chart or graph (produced preferably in Microsoft Excel) at the appropriate locations in the publication.

D.2 CHARTS AND GRAPHS

Charts and graphs should be provided in 2 forms: First, they should be inserted within the text as described above so that the Communication Services Division can see what type of chart or graph is desired (i.e. pie chart, bar chart, etc.). Second, the contractor should include the data files on a flash drive (preferably in Microsoft Excel) that were used to create the charts and graphs used in the publication.

D.3 ILLUSTRATIONS

Illustrations can take two forms:

- a. Graphics – The Communication Services Division will develop any needed graphics in collaboration with the COR (TO) and if desired, the COR (TO)'s contractor. The Contractors shall provide only the text files in Word to the COR (TO). In the event that it is necessary for the contractor to develop the graphics, only Government Printing Office (GPO)-approved software such as Adobe Illustrator shall be used.
- b. Photographs – When photos are used in Agency publications, the Communication Services Division typically uses existing photos or photos purchased through various sources. In the event that a contractor or other source will supply photos for use in a publication, the photos must be high resolution images preferably at 300 dpi (4" by 5" in size) or higher. They should be supplied on a CD (or submitted electronically) in either a tif (usually from a photo that was taken, developed, printed, and then scanned) or a jpg (usually taken using a digital camera and then downloaded onto a

computer or disk) file. NOTE: If a photograph is supplied by an outside source (contractor, grantee, national organization, etc.), a release form must accompany the photo indicating that the human subjects in the photo authorize NHTSA to use the photo in its publications and on its Internet site. In addition, please use caution when allowing contractors to supply photos. Make sure that you know the contractual arrangements they have made with the photographer and the subjects in the photo to ensure that NHTSA has unlimited rights to use the images in print on the web. You must obtain a written statement from your contractor indicating that NHTSA has unlimited, unrestricted use of the photos.

D.4 WEB-BASED IMAGES

Occasionally, web-based images may be used in NHTSA publications. The Contractor is cautioned that copyright laws restrict use of many of these images even if this is not expressly indicated at the website. Additionally, the resolution of most web-based images is not high enough to provide a clear image when published. For these reasons, web-based images should not be used.

SECURITY AND PRIVACY PROTECTION

All deliverables and services rendered under this contract/agreement must comply with Federal and DOT security and privacy protection policies and requirements. DOT policies are available for viewing at.

(End of Section D)

SECTION E – INSPECTION AND ACCEPTANCE

E.1 INSPECTION AND/OR ACCEPTANCE

The COR(TO) as designated in this Task Order shall be responsible for performing the inspection of all services rendered under this Task Order and for recommending acceptance of replacement/correction of services or materials that fail to meet the Task Order requirements to the Contracting Officer.

The COR(TO) shall also be responsible to the Contracting Officer for recommending acceptance or replacement/correction of nonconforming supplies or services that fail to meet the Task Order requirements.

Rejection of a final report will delay final payment of costs due under the Task Order. The most common causes for rejecting final reports are:

- a. Incomplete description of the work objective and its relationship to other work performed in the area;
- b. Inadequate description of methodology;
- c. Insufficient or inconsistent technical information to support the findings or conclusions;
- d. Poorly conceived graphs, charts and displays;
- e. Incorrect spelling and grammar; or
- f. Incorrect style formatting (e.g., lack of or incorrect use of APA style).

(End of Section E)

SECTION F – DELIVERIES OR PERFORMANCE

F.1. PERIOD OF PERFORMANCE

The Period of Performance for this Task Order shall begin on the executed date of award and be completed within sixty (60) months.

F.2 MILESTONES AND DELIVERABLES

Deliverables and Milestones for this Task Order are reported below.

F.2.1 Deliverable (D)/Milestone (M) Schedule

<u>Item #</u>	<u>Task #</u>	<u>Deliverables and/or Milestones</u>	<u>Due Date After Award</u>
1	C.6.1	Submit Kickoff meeting briefing material (D)	2 weeks prior to meeting
2	C.6.1	COR (TO) provides comments on briefing material (M)	Within 1 week of receipt
3	C.6.1	Kickoff Meeting (M)	Within 6 weeks
4	C.6.2	Submit Work Plan (D)	Within 9 weeks
5	C.6.2	COR (TO) Comments on the Work Plan (M)	Within 2 weeks of receipt
6	C.6.2	Submit Revised Work Plan (D)	Within 1 week of receipt
7	C.6.3	Conduct Scan and Submit Review Memo (D)	Within 8 months
8	C.6.3	COR (TO) Comments on Review Memo (M)	Within 2 weeks of receipt
9	C.6.3	Submit Final Review Memo (D)	Within 2 weeks of receipt
10	C.6.4	Submit the IRB package for review to the COR (TO) (D)	Within 10 months
11	C.6.4	COR (TO) review IRB package (M)	Within 2 weeks of receipt
12	C.6.4	Submit the IRB package for review to the IRB (D)	Within 12 months
13	C.6.4	Assist with OMB Package and PTA/PIA Preparation (D)	Within 10 months
14	C.6.5	Submit School System Selection Memo (D)	Within 18 months
15	C.6.5	COR (TO) comments on School System Selection Memo (M)	Within 3 weeks of receipt
16	C.6.5	School System Commitment to Participate (M)	Within 20 months
17	C.6.6	Establish Agreement with School System (M)	Within 20 months
18	C.6.7	Develop and Submit the Data Collection Methodology, Instruments, and Analysis Plan (D)	Within 24 months

REQUEST FOR PROPOSALS
INDIRECT EFFECTS OF SCHOOL BUS SEAT BELT INSTALL
SOLICITATION # 693JJ918R000055

<u>Item #</u>	<u>Task #</u>	<u>Deliverables and/or Milestones</u>	<u>Due Date After Award</u>
19	C.6.7	COR (TO) Comments on the Data Collection Method, Instruments, and Analysis Plan (M)	Within 3 weeks of receipt
20	C.6.8	Pilot Test the Data Collection Instruments and Submit a Letter Report (D)	Within 26 months
21	C.6.8	COR (TO) Comments on Letter Memo (M)	Within 2 weeks of receipt
22	C.6.9	Assist with Educational Materials (M)	TBD
23	C.6.10	Implement Data Collection and Analysis Plan (M)	Within 50 months
24	C.6.11	Submit Database, Analysis Files, and Codebook (D)	Within 50 months
25	C.6.12	Submit Draft Final Report (D)	Within 46 months
26	C.6.12	COR (TO) Comments on the Final Report (M)	Within 3 weeks of receipt
27	C.6.12	Submit Revised Final Report (D)	Within 2 weeks of receipt
28	C.6.12	Submit Final Report for Agency Review (D)	Within 52 months
29	C.6.13	Submit PowerPoint Slides and Supplementary Materials (D)	2 weeks prior to briefing
30	C.6.13	COR (TO) comments on Briefing and Supplementary Material (M)	Within 1 week of receipt
31	C.6.13	Final Briefing (D)	Within 54 months
32	C.6.12	Submit Final Report for Publishing (D)	Within 60 months
33	F.4.1	Submit Monthly Progress Reports (D)	15 th of each month

F.3. PLACE OF DELIVERY:

Unless otherwise specified, deliverables shall be furnished, electronically, to the following addresses:

<u>Item No.</u>	<u>Address</u>
1, 4, 6, 7, 9, 10, 12, 13, 14, 18, 20, 24, 25, 27, 28, 29, 31, 32 & 33	Department of Transportation National Highway Traffic Safety Administration Attention: TBD at Task Order Award 1200 New Jersey Avenue, SE, W46-XXX Washington, DC 20590 Telephone: (202) 366-XXX E-mail: TBD@dot.gov
32 & 33	Department of Transportation National Highway Traffic Safety Administration Office of Acquisition Management Attention: David Larson, Contract Specialist 1200 New Jersey Avenue, SE, W53-411 Washington, DC 20590 Telephone: (202) 366-4348 E-mail: david.larson@dot.gov

F.4 REPORTING REQUIREMENTS

F.4.1 Monthly Progress Reports

The contractor shall furnish the report electronically to the COR (TO) by the 15th of each month following the month being reported. At a minimum, the progress report shall include a narrative description of the following items:

1. Accomplishments made during the reporting period.
2. Funds status by Specific Requirement, month's obligations, cumulative obligations, estimated cost to complete, and percent of cost expended versus percent of completion.
3. Plans for accomplishments in next reporting period.
4. Problems or delays that the contractor has experienced and suggestions to remedy the problem(s).
5. Specific action that the contractor would like NHTSA to undertake to alleviate a problem.
6. Due dates for remaining deliverables.

F.6 COMPLIANCE WITH REHABILITATION ACT

The Contractor may be required to ensure that electronic documents it prepares will meet the requirements of Section 508 of the Rehabilitation Act. The Rehabilitation Act requires that all electronic products prepared for the Federal Government be accessible to persons with disabilities, including those with vision, hearing, cognitive, and mobility impairments. When an electronic document developed under this effort have been identified by NHTSA as necessary and required to meet the requirements of Section 508, it is understood that all reasonable costs incurred by the Contractor that are associated with meeting the requirements for Section 508 compliance will be fully reimbursed by the Government.

The Contractor should review Section 508 of the Rehabilitation Act <https://www.access-board.gov/guidelines-and-standards/communications-and-it/about-the-section-508-standards/section-508-standards> and the Federal IT Accessibility Initiative further information on these requirements.

(End of Section F)

SECTION G - TASK ORDER ADMINISTRATION

G.1 SUBMISSION OF INVOICES

- a. The contractor shall submit one (1) original invoice copy to the following address:

DOT/National Highway Traffic Safety Administration
Mike Monroney Aero Center
Accounts Payable Branch, AMZ-150
P.O. Box 268911
Oklahoma City, OK 73126

Or

The Contractor may scan its invoice into PDF format and transmit it electronically via e-mail to the following address:

9-AMC-AMZ-NHTSA-Invoices@faa.gov

The contractor is responsible for ensuring the legibility of the PDF image. Illegible copies may be returned to the contractor for re-scanning and may result in payment delays.

To be an acceptable invoice, the contractor shall include the following information:

- Contractor Name
- NHTSA Contract
- Task Order Number
- Invoice Date
- Invoice Number
- Number of Hours and labor costs claimed for the period covered by that invoice. The contractor shall indicate the applicable functional categories, the associated hours for the period being billed, the applicable hourly rate and the extended total.
- Other direct costs incurred during the billing period.
- Applicable indirect costs.
- Total cost for that specific invoice.
- Cumulative value of billings to date.
- Contract Specialist or Contracting Officer Name, Phone Number (optional) and Email Address (optional)
- COR (TO) Name
- Contractor DUNS Number

- b. To be acceptable for payment, each invoice must contain the following certifications:

“I hereby certify that the information submitted in this invoice, and accompanying documentation, is accurate and conforms to the billing requirements set forth in this Task Order and the contract.”

- c. If an invoice does not comply with these requirements, the Contractor shall be notified of the defect within 7 days of the receipt of the invoice.

G.2 LIMITATION OF FUNDS

- a. The amount presently available for payment by the Government and allotted to this Task Order is **TBD at Award**. It is estimated the allotted amount will cover the period of **TBD** months from date of execution. The parties agree that the Government may allot additional funds incrementally up to the ceiling specified in Section B.2 of this Task Order. The Contractor agrees to perform, or have performed, work up to the point at which the total amount paid and payable by the Government under the Task Order approximates but does not exceed the total amount actually allotted by the Government.
- b. The Contractor shall notify the Contracting Officer in writing whenever it has reason to believe that the costs it expects to incur under this Task Order in the next 60 days, when added to all costs previously incurred, will exceed 75 percent of the total amount funded to the Task Order by the Government. The notice shall state the estimated amount of additional funds required to continue performance for the period specified in Section F.1.
- c. Sixty days before the end of the period specified in the F.1., the Contractor shall notify the Contracting Officer in writing of the estimated amount of additional funds, if any, required to continue timely performance under this Task Order or for any further period specified in Section F.1. or otherwise agreed upon, and when the funds will be required.
- d. If, after notification, additional funds are not allotted by the end of the period specified in Section F.1. or another agreed-upon date, upon the Contractor's written request the Contracting Officer will terminate the Task Order on that date in accordance with the provisions of the Termination clause of this Task Order's base contract. If the Contractor estimates that the funds available will allow it to continue to discharge its

obligations beyond that date, it may specify a later date in its request, and the Contracting Officer may terminate the Task Order on that later date.

- e. Except as required by other provisions of this Task Order, specifically citing and stated to be an exception to this clause-
 - (1) The Government is not obligated to reimburse the Contractor for costs incurred in excess of the total amount allotted by the Government to this Task Order; and
 - (2) The Contractor is not obligated to continue performance under this Task Order (including actions under the Termination clause of this Task Order) or otherwise incur costs in excess of the amount funded to the Task Order by the Government until the Contracting Officer notifies the Contractor in writing that the amount funded by the Government has been increased and specifies an increased amount, which shall then constitute the total allotted by the Government to this Task Order.
- f. No notice, communication, or representation in any form other than that specified in subparagraph e. (2) above, or from any other person other than the Contracting Officer, shall affect the amount funded by the Government to this Task Order.
- g. When and to the extent that the amount funded by the Government is increased, and if the Contractor incurred costs, at its own financial risk (i.e. contractor continues performance and incurs costs past the point at which the government has funded the Task Order) then the Government may reimburse the contractor for those allowable costs as if they had been incurred while funding was available *unless* the Contracting Officer issues a termination or other notice and directs that the increase is solely to cover termination or other specified expenses.
- h. Modifications shall not be considered an authorization to exceed the Total Ceiling cost of the Task Order, unless they contain a statement increasing the Total Ceiling Cost.
- i. Nothing in this clause shall affect the right of the Government to terminate this Task Order, or the Task Order in its entirety. If this Task Order is terminated, the Government and the Contractor shall negotiate an equitable distribution of all property produced or purchased under the Task Order.

**G.3 CONTRACTING OFFICER TECHNICAL REPRESENTATIVE (COR)
TASK ORDER (TO)**

The performance of the work required under the Task Order shall be subject to the technical review of the COR (TO).

The following individual has been designated as the COR (TO):

TBD
Department of Transportation
National Highway Traffic Safety Administration (NPD-XXX)
1200 New Jersey Avenue, S.E., Rm. Wxx-xxx
Washington, DC 20590
Telephone: (202) xxx-xxxx
E-mail: TBD

a. The Contracting Officer will designate a representative to assist in monitoring the work under the resultant Task Order. The COR (TO) serves as the technical liaison with the Contractor. The COR(TO) is *not* authorized to change the scope of work or specifications as stated in the task order, to make any commitments or otherwise obligate the Government, or to authorize any changes which affect the task order price, delivery schedule, period of performance or other terms or conditions.

b. In the event any technical direction offered by the COR(TO) is interpreted by the Contractor to be outside of this task order, the Contractor shall not implement such direction, but shall notify the Contracting Officer in writing of such interpretation within five (5) calendar days after the Contractor's receipt of such direction. Such notice shall include (1) the reasons upon which the Contractor bases its belief that the technical direction falls within the purview of the "Changes" clause, and (2) the Contractor's draft revisions to the terms of the contract that it thinks are necessary to implement the technical direction.

c. The Contracting Officer is the only individual who can legally commit or obligate the Government for the expenditure of public funds. The technical administration of the resultant contract shall not be construed to authorize the revision of the terms and conditions of this contract. Any such revision shall be authorized only in writing by the Contracting Officer.

ALTERNATE COR

a. Designation of "Alternate" ACOR (TO). In the event that the COR(TO) of record (identified in G.3 above) is unavailable for a period of time during which the Contractor requires technical guidance or during which other COR(TO) duties must be fulfilled, then the person identified below has been designated by the NHTSA Contracting Officer to perform those duties as the Alternate COR(TO).

To be filled in at award

G.4 CONTRACTOR TASK ORDER PROJECT MANAGER

- The contractor shall appoint a Project Manager who will be the Contractor's authorized supervisor for technical and administrative work performed under this Task Order. The Project Manager shall provide the single point of contact between the Contractor and the COR (TO) or other duly authorized representative under this Task Order.

- The Project Manager shall receive and execute, on behalf of the contractor, such technical assignment directives as the COR (TO) or his duly authorized representative may issue within the terms and conditions of this Task Order.

Complete POC information for the Task Order Project Manager is provided below:

G.5 SUBCONTRACTS – ADVANCED NOTIFICATION AND CONSENT

Under this Task Order, the requirements of FAR 44.2, Consent to Subcontract, have been fulfilled for the following:

TBD

Any future change or revision to the Statement of Work or other applicable aspects of this Task Order shall include the subcontract(s) only to the extent that the performance of the subcontract(s) is directly affected by the change of revision.

(End of Section G)

SECTION J – LIST OF ATTACHMENTS

1. Cost Proposal Template (CPFF)
2. Travel Cost Breakdown Spreadsheet
3. Other Direct Cost Breakdown Spreadsheet
4. Past Performance Questionnaire
5. Subcontractor Checklist

(End of Section J)

**PART II – CONTRACT CLAUSES AND PART III - LIST OF DOCUMENTS,
EXHIBITS, AND OTHER ATTACHEMENTS REMAIN IN EFFECT FOR ALL
TASK ORDERS PLACED UNDER THE BASE CONTRACT**

**SECTION L INSTRUCTIONS, CONDITIONS & NOTICES TO OFFERORS OR
QUOTERS**

L.1 TECHNICAL PROPOSAL INSTRUCTIONS

The Technical Proposal shall:

- Be written in electronic format (e.g., using MS Office 2016) in APA Style, (6th edition where appropriate – especially for citations and references).
- Not exceed twenty-five (25) pages in length.
- Use Times New Roman 12-point font and pages shall have at least one (1) inch margins.
- Include resumes of key personnel that are limited to two (2) pages each. Resumes do not count against the twenty-five (25) pages limit for the Technical Proposal.
- Summarize how the Offeror's experience relates to the requirements of this task; how the Offeror plans to manage the task order; how the Offeror plans to communicate with the U.S. Department of Transportation (DOT), National Highway Traffic Safety Administration (NHTSA), Office of Behavioral Safety Research (OBSR), COR (TO); describe the policies, procedures, and techniques to be employed to assure cost-effective, quality performance; and detailed descriptions of the Offeror's approach to meet the task requirements.
- Be specific. Clearly and fully detail the Offeror's capabilities, knowledge, and related experience in performing the activities described in the Statement of Work. Stating that the Offeror understands and will comply with the technical requirements will not be adequate. Similarly, phrases such as "standard procedures will be employed" or "well-known techniques will be used" will not be acceptable.
- Represent the Offeror's ability to write clearly and concisely about the technical matters. Thus, the proposal should provide a well-written description of the Offeror's proposed approach.
- Address the following technical evaluation factors:

A. TECHNICAL UNDERSTANDING AND APPROACH

The Offeror shall explain its understanding of the study's overall objectives and scope of work. The Offeror shall include a statement of its assumptions in conducting the effort. This evaluation criteria allows the Offeror to demonstrate familiarity and expertise with the area, including the issues surrounding collecting data in schools and on school buses.

The Offeror shall provide a detailed work plan describing its approach to fulfilling this study's requirements as noted in Section C. At a minimum, the work plan shall include a detailed step-by-step approach for achieving the overall objectives, and the efforts of each task. The Offeror shall detail all aspects of the study; specify how current seat belt use and indirect effects of seat belt information will be located, scanned, and reviewed; indicate possible indirect effects to investigate along with potential data analytic techniques; provide details on approaching and recruiting a school district to participate;

and provide details of setting up the data collection effort. The Offeror shall address potential issues that may arise during the conduct of the project and the Offeror's strategy for mitigating or eliminating problems. The Offeror must go beyond simply repeating the information provided in the RFP and presenting it as its own.

The Offeror shall explain its understanding of the study's overall objectives and scope of work. The Offeror shall include a statement of its assumptions in conducting the effort. This section allows the Offeror to demonstrate familiarity and expertise with the area (school buses and seat belts), including the issues surrounding recording student and driver behaviors, and the difficulty of working with schools and minors.

B. QUALIFICATIONS OF PROJECT PERSONNEL

The Offeror shall ensure its proposal provides evidence of the knowledge, skill, experience, and overall qualifications of proposed personnel, via a resume that includes the person's role and actions in a study (not simply their title) and description of specific project components that will be assigned to that person. The Offeror also shall indicate the availability of key staff members, and whether any proposed personnel are subcontractors or consultants. The Offeror shall highlight qualifications in expertise and cite work-related experience in these areas:

- Literature searches of scientific material, across a broad range of sources, for a broad range of traffic safety topics and specifically school bus safety and occupant protection;
- Research design, and understanding the limitations of types of data collection approaches, databases, and statistical methods and findings;
- Questionnaire development;
- School bus on-board video and data recordings;
- Working with school districts and children;
- Statistical expertise to extract data from multiple sources and analyze effects; and
- Technical report writing with the ability to balance scientific rigor with presentation of material to a wide audience.

C. CORPORATE EXPERIENCE AND PAST PERFORMANCE

The Offeror shall describe its corporate experience and past performance with program scans and reviews, instrument development, and data collection on behavioral research similar to the work described in the statement of work including:

- Conducting full quality assurance reviews prior to submission to the sponsoring agent, whereby initial drafts to the COR (TO) or project manager are acceptable;
- Adherence to project milestones, including submission of data collection plans, high-quality draft reports, and final reports on time.

For Past Performance, the Offeror shall provide a list of at least three (3) recent projects within the last three (3) years, including:

- Title;
- Description of the objectives and key tasks;

- Sponsor;
- Project manager's contact information;
- Name and phone number;
- Key deliverables, such as data collection plans, interim reports, draft final reports, final report, and the original scheduled due dates, and submission date of the version of the deliverable that was approved by the sponsor; and
- Relevance to the current contract.

If the Contractor has previous contracts with NHTSA, this list shall consist of the Contractor's most recent projects with NHTSA.

The Offeror also shall provide information regarding any contracts that were terminated for default or convenience of the Government within the past three (3) years, including an explanation of the circumstances.

In addition, the Offeror shall request past performance information from three (3) recent clients. The References should include: (1) name of agency or organization receiving the service; (2) name of reference's point of contact, phone number, and e-mail address; (3) dates services were provided; (4) applicable contract number; (5) title, and (6) brief description of services provided. Attachment J.4, Past Performance Questionnaire shall be used for the three (3) recent projects. The Offerors shall instruct their references to submit the Past Performance Questionnaires to Mr. David Larson, Contract Specialist at NHTSAOAM@dot.gov.

L.2 COST PROPOSAL INSTRUCTIONS

Offeror shall support its total cost for the task(s) outlined in Statement of Work (SOW) incorporated in Section C, Descriptions/Specifications/Work Statement and shall contain the Offerors best terms from a cost standpoint with applicable discounts for consideration of the total effort. The cost proposal shall be prepared in accordance with the Offerors accounting system and practices and the format of the Cost Proposal template provided as attachment J.1. Travel costs shall be provided in the format of attachment J.2, and Other Direct Costs (ODCs) shall be provided in the format of attachment J.3. The Business Cost Proposal shall illustrate cost data by cost element (material, labor, indirect costs, etc.) and fixed fee.

At a minimum, the business proposal shall include:

- **Labor Rates/Categories:** Provide labor rates/categories for all proposed staff. Proposal should also include yearly escalation rates. Anticipated promotions for any personnel shall be included with the escalation calculation. The annual direct labor escalation rate and its basis shall be clearly stated with the proposal. Discuss the proposed rate as compared to historical experience and include when and how escalation will be calculated/implemented.
- **Proposed Labor:** Offerors should propose the appropriate labor mix to complete

the requirements of the SOW.

- **Productive Hours:** Define “direct productive hours” and how vacation, sick and other types of leave are accrued, charged, and accounted for.

- **Indirect Rates:** Discuss the proposed indirect rates for all years and how they are applied/calculated. Identify the various specific indirect rates and what they are based on (e.g., labor overhead based on direct labor dollars). State any differing rate applications (for example, if there is a different proposed rate when applied to travel than when applied to subcontractor costs). Offerors must provide total dollar amounts as well as percentages.

- **Subcontracts/Consultants [as appropriate]:** The Offeror shall include subcontract information to be evaluated when proposing subcontractors/independent consultants (e.g. name, labor rates, etc.):
 - Name and address of the Subcontractor or consultant;
 - Identify the position and the portion of the work to be completed;
 - Extent to which adequate price competition was obtained, or justification in its absence. This information should be in a Negotiation Memorandum Format describing the Prime Contractor’s approach for identifying appropriate subcontractors and/or consultants inclusive of methods used to determine cost reasonableness;
 - Statement as to whether or not the proposed Subcontractor is on the list of Parties Excluded from Federal Procurement (ELPS) and Non-Procurement Programs;
 - Cost proposal inclusive of any supporting documentation needed to substantiate proposed rates, hours, and overall costs. Note: Prime Contractors/Offerors are responsible for performing a cost reasonableness analysis on all its proposed Subcontractors and Consultants in accordance with FAR 15.404-3 and this analysis should be included in the Negotiation Memorandum described above in Section C; and
 - Letters of Commitment from the Subcontractor/Consultants indicating their intent to participate in the project.

Note: If the Offeror chooses to use a subcontractor(s), the Offeror must complete the Subcontract Checklist (refer to Attachment J.6) in anticipation of entering into a subcontract arrangement. This Checklist must be completed and provided prior to NHTSA consenting to any subcontractor proposed by an Offeror. **A cost/price analysis report must accompany each named subcontractor/consultant as defined at FAR 15.404-3.**

- **Other Direct Costs (ODCs):** This category includes materials, equipment, travel, etc. The Offeror shall consolidate ODCs into one line item. However, a separate schedule shall be provided to breakdown ODCs. The schedule shall provide a detailed itemization of each ODC proposed, and shall also provide

rationale for the need of each item.

- **Other Divisions:** If other divisions, subsidiaries and parent/affiliated companies will perform work or furnish materials under this proposed Contract, provide the name, location, and inter-company pricing agreement for evaluation.
- **Travel:** All travel cost proposed shall be in accordance with the Federal Travel Regulations (FTR). **The Offeror shall list any assumptions made in calculating travel costs.**
- **Right of Examination:** By submitting a proposal, an Offeror shall grant the CO or an Authorized Representative the right to examine any books, records, documents or other supporting data that will permit adequate evaluation of the proposed cost. This right may be exercised any time before award.
- **Profit/Fee:** Offeror may propose a fee for this effort. However, the basis and applicability must be clearly identified in the proposal submission.

(End of Section L)

SECTION M -EVALUATION FACTORS FOR AWARD

M.1 EVALUATION, NEGOTIATIONS, AND AWARD PROCESS

A. The evaluation process consists of two separate phases.

PHASE ONE - The Offeror's technical proposal will be evaluated for technical merit according to the criteria set forth in M.4 - M.6, EVALUATION FACTORS.

PHASE TWO - The Offeror's proposed prices as reflected in Section M.7 **Price and Other Business Factors** will be considered. The review of the Offeror's price will be made independently of the technical review

B. Negotiations will be conducted to the extent deemed necessary by the Government.

C. The Evaluation Factors set forth in M.4-M.6 will be used in evaluating the **technical proposal**. Further guidance on requirements and criteria is provided in Section L - Instructions, Conditions, and Notices to Offerors. Technical considerations are more important than price.

M.2 EVALUATION PLAN

Proposals shall be evaluated against the requirement in the statement of work and on the basis of the technical factors and the price factor. The technical factors are **Technical Understanding and Approach, Qualifications of Project Personnel, and Corporate Experience and Past Performance**, in descending order of importance. The technical factors combined are more important than the price factor. Award shall be made based on an integrated review of the technical and cost proposal to evaluate compliance with the requirements and how favorably the price proposal reflects the technical and skill level requirements.

M.3 TECHNICAL FACTORS

Technical risk will be included in the final evaluation for each factor and will not be evaluated as a separate factor. The government shall consider all available information in assessing risk.

M.4 TECHNICAL UNDERSTANDING AND APPROACH

The proposal will be evaluated for its completeness, appropriateness, soundness, and the efficient use of resources. The Offeror will be evaluated on its evidenced understanding of the study's objectives, the complexities of this research topic, its overall approach for conducting the study, and its approach for conducting each task. The proposal will be evaluated on the extent it provides detailed plans to conduct the school bus seat belt use and indirect effects scan and methodology review, to develop a data collection

methodology using multiple instruments, to recruit a school district for participation, and to obtain/collect and analyze the data. Specific details that will be evaluated include:

- How current school bus seat belt use and its indirect effects information will be located, scanned, and reviewed;
- Data required to investigate school bus seat belt use and its indirect effects;
- Understanding the process and steps required to work with school districts and students;
- Understanding the types of data collection instruments required to measure the indirect effects of school bus seat belt use;
- Proposed data analysis techniques; and
- Potential issues that may arise during the project and the strategies for mitigating or eliminating problems.

M.5 QUALIFICATIONS OF PROJECT PERSONNEL

The Offeror will be evaluated on the suitability and quality of its proposed staff, including having the experience with:

- Searches of scientific material, across a broad range of sources, for traffic safety topics specifically school bus safety and occupant protection;
- Research design, and understanding the limitations of types of data collection approaches, databases, and statistical methods and findings;
- Questionnaire development;
- School bus on-board video and data recordings;
- Working with school districts and children;
- Statistical expertise to extract data from multiple sources and analyze effects; and
- Technical report writing, across a broad range of topics, balancing scientific rigor with presentation of material to wide audience.

M.6 CORPORATE EXPERIENCE AND PAST PERFORMANCE

The Offeror will be evaluated on its ability to conduct the work required in this solicitation, and its performance with similar efforts, including its corporate experience and past performance with reviews and evaluations of behavioral research similar to the work described in the statement of work, including:

- Conducting full quality assurance reviews prior to submission to the sponsoring agent, whereby initial drafts to the COR (TO) or project manager are acceptable;
- Adherence to project milestones, including submission of data collection plans, high-quality draft reports, and final reports on time.

The quality of the Offeror's experience and past performance will be based on information contained in the Offeror's proposal and the other information that the Government obtains through reference checks and other means. The past performance information and assessment may include the Offeror's record of providing high quality

services in a timely manner with the federal government. If partnering with others is proposed, the Offeror must address how coordination will occur between all parties.

Note: Offerors, for which no historical record of past performance has been established, will only be rated on “Corporate Experience.” Offerors, whose established record of past performance is poor, will be given a “poor” rating for the evaluation factor.

M.7 COST AND OTHER BUSINESS FACTORS

Cost and other business factors will be evaluated separately and applied in the determination of Best Value. The completeness and accuracy of cost will be reviewed. A determination will be made as to whether the Offeror has properly understood the cost instructions and provided a complete price for all the requirements.

The proposed costs will be evaluated but not scored. The cost evaluation will be based on cost analysis, cost reasonableness, and comparison with the independent government cost estimate. An evaluation of the Offeror’s cost proposal will be made to determine if it is reasonable for the work to be performed, realistic, complete, reflects a clear understanding of the requirements, and is consistent with the technical proposal.

Offers which are unrealistic in terms of technical approach or unrealistically low in cost(s) will be deemed reflective of an inherent lack of technical competency or indicative of failure to comprehend the complexity of the task order requirements and may be eliminated from further consideration.

Cost risk refers to any aspect of an Offeror’s proposal that could have significant negative cost consequences for the Government. The proposal will be assessed to identify potential risk. Where risk is assessed, it may be described in qualitative terms or used as a best-value discriminator.

M.8 BASIS FOR AWARD

Award of the Task Order will be made based on the review of the technical proposal to ensure the Offeror is proposing to the full needs and requirements of the Government as defined in the statement of work AND an evaluation of the cost, including labor costs (skill level, number, and mix), subcontractor cost, material costs, overhead, and general and administrative expenses. The Government is more concerned with obtaining superior technical skills than with making an award at the lowest overall cost to the Government. However, the Government will not make an award at a significantly higher overall cost to achieve slightly superior technical skills. The award shall be made based on the decision of which proposal is the best value for the Government.

(End of Section M)